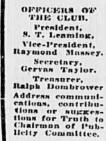
Guvernator's Restaurant

608 Enst Broad Street.

Oysters and Clams .All the Year Round

> SEA FOOD A SPECIALTY





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VOL. I.

WEDNESDAY, DECEMBER 29, 1920



DIRECTORS: S. T. Leaming Ralph Dombrowe Gervas Taylor E. N. Ezeklel R. P. Harrison W. W. Workma Address all com-munications relat-ing to member-ship and club af-fairs to Gervas Taylor, Secretary, Box 239.

Dance and Dine

—AT THE—

RICH KELLER

Every Evening from 9 to 12

Excellent Jazz Orchestra from Boston. 25% reduction from menu prices in the Grill Room.

HOTEL RICHMOND,

W. E. HOCKETT, Manager.

Best Coffee Tea Rice

Calling to your attention the

best place for business men

Murphy's

Dining Room

Eighth and Broad.

Stocks and Bonds

LOCAL SECURITIES

EUGENE R. JONES & CO.

807 E. Main St. Mad. 7147. Members Stock Exchange.

as well as print

TRY US

Williams Printing Co.

11-13-15 N. Fourteenth St.

Phone Madison 989

Income Tax Returns

apiled by experienced accountants on results in savings to the tax-er. Our Income Tax Department is illipsed to give the tax-specially of the savings our representative to see you.

AMERICAN AUDIT COMPANY,

Public Accountants,
214 American National Bank Bidg.
3.A. Marvin, C. P. A., Allan Talbott,
Chief Accountant, Resident Mgr
Home Office, 100 Brondway, N. Y.

We Think

and women to eat-

Aradon

means

1920 Map of Richmond and Suburbs

50 cents to \$7.50 At your Stationer's or

Hill Directory Co., Inc.

823 Mutual Building.

Remember Hill's Letter Shop for Multigraphing.

Outdoor Advertising

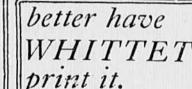
The Truth Tersely Told The Burton System, Inc.

Christmas

PERSONAL GREETING CARDS.

L.P. Levy & Co.

603 East Broad Street.



MEMBERS ADVERTISERS' CLUB

YOUR FRIENDS DAILY

LUNCHEON

50c and 75c

MAXIME'S

717 East Grace

Excellent Food-Service

Printers

Eighth St., between Main and Franklin RICHMOND, VA.

We Write All Lines of

INSURANCE

SURETY BONDS

Gibson, Moore & Sutton, Inc.

计数函数函数

Spiger' Studios

ADVERTISING

1012 T.D.BLDG.

ELEPHONE - RAN. 2042-

8

REMEMBER!!

WHITTET & SHEPPERSON

Good for the Eyes

The Realtors Real Estate

ALLAN, SAVILLE & SNEAD, Inc.

Phone Randolph 3326-3327.

Virginia Engraving Co., Inc.

Photo-Engravers Artists and Designers

8 and 10 North Eleventh St., Phone Randolph 318.



"No Car Rides or Drives Like the CADILLAC."

JONES Motor Car Co.



Grant Saxon

COLUMBIA STORAGE BATTERIES. Phone Randolph 409

Do You Realize

that as prices drop your dollar becomes more and more valu-able?

will have just that much more in the near future?

The Union Bank of Richmond 1104 E. MAIN ST.

Maccar Trucks

DENNIS AUTO

301 W. Broad St.

Automobile Robes

Worm-Drive Motor Trucks

Spaghetti

Every Tuesday & Friday

Tue Firms Who Are Wise AD-VISE

Brown Print Shop

Richmond, Va.

Sydnor Pump and Well Co., Inc.

D.001.

Wishing you a Merry hristmas and Prosperous lew Year.

The Sperry & Hutchinson Company, 108 North Seventh Street."

Richmond Manufacturers Earn Your Support for Richmond's Aid, Say: "Richmond Made"

Entire Membership of the Retail Merchants' Association Have Been Invited and Why

THE reason so many small retail advertisers secure unsatisfactory results from

their advertising, according to authorities, is that the advertiser himself is frequently not "sold" on the idea of advertising. Strange as it may seem, there are substan-tial numbers of advertisers who use the printed word very much as sheep follow their leader, because the other fellow does it.

In the same way a great many big stores are handicapped in getting advertising re-

sults by the indifference of their sales forces as to advertising or any other store interest. Most shoppers prefer not to ask for an advertised article. They prefer to ask in a general way for the article and expect to be shown the article which has been advertised special. In hundreds of such cases where the sales clerk has no knowledge of the adver-tised item, shoppers have made inquiry and have been turned away, taking with them not the advertised merchandise, but a feeling that in some way the big store was "only advertising" and did not really mean what was promised.

RETAIL MERCHANTS INVITED.

The Richmond Advertising Club has invited the entire membership of the Retail Merchants' Association to attend the special retailers' meeting today, feeling that this is an opportunity for retailers to "sell them-selves" and sell their sales forces on the im-portance of their advertising.

Eight merchants who back up their mer-chandising policies with clean-cut advertising will be the speakers, each man talking for three minutes and delivering at least one thought which he considers of vital importance to his particular advertising success.

The Club believes that a great many retail

merchants will be glad to attend this meeting with many of their sales executives, who can put over the real importance of advertising to the sales force, thus increasing its cash-drawer value. The secretary reports an un-usual interest on the part of advertising agency and service men as well as of newspaper advertising men.

This is easy to explain. This is a splendid opportunity to get atmosphere and selling data direct from the leading retail advertisers of the community. Mr. Taylor wants tisers of the community. Mr. Taylor wants everybody to bear in mind that the meeting begins at 12:55 and adjourns promptly at 2:15. Those coming later than 12:55 will not share in the drawing. not share in the drawing on prompt attend-

What Some Newspapers Think The following is quoted from editorial uterance in the San Francisco Call recently: "If the newspaper sells space freely to all rts of doubtful schemes it becomes a fellow-

Mosmiller

FLORIST

115 East Main Street.

All the season's flowers are

nere with all their beauty and

Phones, Madison 1117-1118.

Electric Motors

Repaired

QUICK SERVICE

Wingfield & Hundley

We Want You on Our Books

First National Bank

The Oldest Bank in Richmond.

Interest in Savings Department Begins the First Day in Each Month.

Why Not Rent a Safe Deposit Box

Will Do Anything a Good Bank or Trust Company Can Do for You.

AN UNUSUAL RETAIL **ADVERTISING PROGRAM** TODAY

The following speakers will adlress the meeting on "Advertising From the Retailer's Viewpoint:

MR. LEROY S. COHEN MR. IRVING S. GREENTREE MR. LEWIS KAUFMANN

MR. CHARLES T. NORMAN MR. W. S. RHOADS

MR. A. M. RUBENSTEIN MR. GEORGE B. SYDNOR, JR. MR. DANIEL WHITLOCK

The Ladies Will Be Welcome Guests Today

onspirator against the public and merely shares in the loot of robbery. It turns over its reader bound and gagged, to be stripped by swindlers, and it hurts the whole com-munity. The advertiser and the newspaper know this, and it is their realization which has made the Associated Advertising Clubs of the World so powerful an organization. The co-operation of the Call is pledged in this good work."

It is worthy of comment that newspapers in greater and greater number are constantly joining the ranks of those pioneers who have recognized and frankly accepted responsi-bility to their readers to keep their advertising columns clean and to warrant their readers that they may be free to respond to advertising offers, knowing that the performance will measure up $100\,\%$ to the promise. Few are the publishers who still urge the time-worn argument that they must continue to carry misleading and fraudulent advertising or else be deprived of much-needed revenue. Publishers with an eye to future volume an dto the stability of business are following policies which direct advertising into constructive rather than destructive

John H. Mason, of the Commercial Trust Company, of Philadelphia ITERARY DIGEST space is valuable. There

is not enough of it to allow of waste on is not enough of it to allow of waste on subjects of minor importance. Therefore the following excerpt from the Literary Digost of December 13th is noteworthy:

Not less than \$250,000,000 of worthless and fraudulent securities are sold annually to the American people. Indeed, Mr. John H. Mason, president of the Commercial Trust Company of Philadelphia, feels certain from his experience in the Treasury Department at Washington "that if we could obtain accurate statistics it would be a markedly greater amount." It is with the hope of eliminating all or part of the loss thus brought upon the community that Mr.

Mason has accepted the presidency of the Philadelphia Better Business Bureau. Mr. Mason's statement is quoted in the financial section of the Philadelphia Public Ledger and is accompanied by the following editorial comment:

The estimate of \$250,000,000 a year is moderate. The sale of worthless "securities" is an "industry" in America. It would not be if the public exercised common sense in financial investments.

vestments.

Any time a suave and glib-tengued person offers opportunity to you to make large profit by buying stock in something or other the chances are one hundred to one you will get

chances are one hundred to one you will get stung if you part with your money. Any time a gentleman you do not know cals you on the phone and wants you to make a young fortune out of something he has for sale he is operating on the theory of Phineas T. Barnum that a fool is born every minute, and sometimes two. Don't imagine all the "suckers" are included in the great mass of the public who have only a hazy idea of Wall Street, of investment banking, of stocks, bonds, etc.

Recently one of the foremost men in America, a man of very great talent, whose fame is international, was sued by two men in connection with a stock-floating affair. A representative of this newspaper wrote to an associate of the man of international reputation that one of the two persons bringing the suit, and who poses as a banker and broker, had a criminal record, having been in prison twice on charges of swindling. The newspaper man got a reply to this effect "Much obliged. The other fellow is a crook, too."

What are you to think when the associate of What are you to think when the associate of men high in industry and high in finance is plucked by sharpers just as are elersymen, physicians, widows, the many who have comparatively little money and little knowledge of stocks, but who have the foolish notion that possibly they will be favored by fortune? This "get-rich-quick" business has its foundation in the bellef that a majority of persons are fools. If you are wise you will consult your banker when it comes to investments. If you do any investigating do it before putting in your money.

money.

Mr Mason says it is with the hope of eliminating all or part of this "get-rich-quick" swindling in Philadelphia that he has accepted the presidency of the Better Business Bureau. Philadelphians have been mulcted to the extent of \$5,000,000 a year. You can wipe Philadelphia off the "sucker list" if you will.

John Stewart Bryan's Address

John Stewart Bryan talked to the Club ast Wednesday and brought such a message of optimism as warms the cockles of the heart ns sparkles with wit and good feeling, as rings with sincerity and truth.

John Stewart Bryan's eloquence is known to all of us, yet on Wednesday last we are convinced he must have been in exceptional form. After hearing him, all of us went out n a happier mood and to many of us inevitably the holiday season brings a warmer mes age of rejoicing

Thank you, Mr. Bryan.

Be a Brother

How about these meetings, Ad Clubbers? Is it true that you disapprove of them? Is it true that you are disappointed in the rograms? Is it true that you wouldn't care to bring a

friend from out of town?

Or, on the other hand, is it true, as many have said, that our programs measure up to the achievements of the most energetic clubs anywhere?

If the first three questions are true, be a brother and direct your criticisms to the officers of the Club, who are pulling with

might and main to please you.

If the other supposition is true, be a brother. Pick out some one you know who is not attending, call him up and tell him to

If he hasn't sent his reservation card, we will excuse him this time. Tell him to come anyway. Be a brother, brother

Turn Over a New Leaf

---IN YOUR---

BANK BOOK

You are glad that you saved money during

Resolve now to save more during 1921.

Even a little more added to the amount of your

weekly savings deposit will count up amaz-

of the year comes, to know that one has kept

This bank helps thrifty folks to save by adding 3% interest to savings deposits.

MERCHANTS NATIONAL BANK

"Teach Your Dollars to Have More Cents."

And what a satisfaction it is, when the end

Taxpayers

should have their accounts stated in conformity with the Federal Tax requirements and scientific accounting.

We invite you to come in and talk over your accounting and tax problems, or at your request we shall call at your office.

Pullen, Henderson & Company, Certified Public Accountants Richmond, Lynchburg, Raleigh Va. Va. N. C.

Better Printing— Better Advertising

The Shop of Better Printing Garrett & Massie, Inc. 1309-11 E. Franklin Street

Guilding on Glass, Cornice Signs Show Cards, Bronze, Brass, Sickel and Etched Glass Signs Pressed Metal Signs Made in Large Quantities.

Grace Sign Co. 116 North Seventh Street.

STEREOS and MATS Ad Club Members can get

quickest and best service in our modern plant. VIRGINIA STATIONERY CO.,

Ifg. Dept. Ninth and Cary

For Best Work and Satisfaction Go to Southern Auto Repair

Have Your

Old Carpets

Rewoven Into

New Rugs

Richmond Awning Co.

N'OTICE!

Special sale on Screen Doors for one week. Prices from \$2.79 up, including all fixtures. Come in and compare our prices with others.

Company, Inc. 210 North Madison Street.

Richmond, Va.

Felephones: Mad. 9452, Ran. 1552

SCHER'S ODAS EGAR

Richmond. Va.

The Oldest Agricultural Journa in America. Circulation, Over 100,000 Established 1840

The Southern Planter

Semi-Monthly Offices: 28 North Ninth Street P. O. Drawer 1236 Richmond, Va.

Newton-Woodward Hardware Corp.,

Electrical Work of Every Dessription Complete Line of Electrical Appliances.

AVORING EXTRAC

C. F. SAUER CO. RICHMOND, VA

BEST BY EVERY TEST HIGHEST MEDALS

MORRIS HUNTER

KING-WILSON MOTOR

Is the verdict of many users

CORPORATION 20 W. Broad St.

SUPPLY CO.

Automobile Accessories Distributors G. & S. Tires. Note first that DAY-ZILDER TRUCKS are built of very finest materials money can buy, and, second, they are the most reasonably priced WORM DRIVE trucks on the market. INVESTIGATE! KLINE KAR SALES CO..

605-613 West Broad Street

Blchmond. Va.

Frank Moriconi & Co. Tenth and Main Streets.

the past year.

ingly in the long run.

his New Year's resolution!

Eleventh and Main Sts.,

Where Governor Street Meets Franklin, Richmond, Va. Phone Madison 1896.

Water Supply Equipment 1310 East Main Street.

Richmond, Va.